Reach over 4,302* Veterinary Hospital Decision-Makers and Influencers Through VHMA – Their Trusted Source for Community and Information.

91% OF VHMA MEMBERS SAID THEY MADE THE FINAL PURCHASING DECISION OR THEIR OPINION CARRIED SIGNIFICANT WEIGHT

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VHMA’s sponsorship, exhibiting, and advertising opportunities get your brand and products in front of the key decision-makers and influencers for veterinary hospitals throughout the United States and Canada.

Veterinarians recognize that professional management of their practice has become a critical priority to remaining competitive with today’s consumer savvy clients. Practice owners look to their practice managers to make product and service recommendations and purchasing decisions that facilitate an efficient and profitable practice.

VHMA brings practice managers together in a tight community, facilitating networking and communication. Managers frequently share user experiences and recommendations on products and services they use in their practice. More than 25% of VHMA’s forum discussions are directly tied to products and services. Supporting VHMA and sharing information about your brand with practice managers can push your products and services to the forefront of the discussion.

VHMA Supporting Sponsor Packages

If you want to go beyond exposure and join VHMA in influencing the delivery of veterinary medicine, consider becoming a VHMA Supporting Sponsor. The VHMA Supporting Sponsorship provides an opportunity for veterinary industry stakeholders to join the VHMA in advancing and assuring a high overall quality of professional service in the veterinary field.

The VHMA must review and approve all advertising before publication and reserves the right to refuse advertising that conflicts with a VHMA product, service, or event. Pricing is subject to change prior to advertising/sponsorship commitment.

*Membership number as of August 2022.
<table>
<thead>
<tr>
<th>VHMA Supporting Sponsor Packages</th>
<th>Silver $6,500 (Value: $9k)</th>
<th>Gold $10,000 (Value: $14k)</th>
<th>Platinum $15,000 (Value: $20k)</th>
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</thead>
<tbody>
<tr>
<td>Bi-Monthly “Health Check” status of used and unused benefits.</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>VHMA Sponsor Logo to use</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>1 Banner Ad and 2 Sponsored Article in monthly Practice Pulse eNewsletter</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Ad to be included in our summer “Vendor Marketplace Booklet” to members</td>
<td>1/4 page ad</td>
<td>1/2 page ad</td>
<td>1/2 page ad</td>
</tr>
<tr>
<td>Ad Retargeting -1 ad campaign</td>
<td></td>
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<tr>
<td><strong>Details on page 8.</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>VHMA Annual Meeting and Conference (AMC)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Sponsorship options on page 5.</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Premium Product and Service Review (PSR) Profile (12 month term)</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Monthly Member Perks eNewsletter with special Member-only offers</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Online Member Perks Marketplace listing of product and service special offers. Located on PSR profile.</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Early selection for all VHMA sponsorships and advertising</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Sponsorship acknowledgment on VHMA website and monthly eNewsletter</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Complimentary Membership with Community Access (for company rep)</td>
<td>(1)</td>
<td>(3)</td>
<td>(5)</td>
</tr>
<tr>
<td>One “Vendor Spotlight” Member Email</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>One commercial/educational Webinar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1x 60-minute Advisory Group Access</td>
<td></td>
<td></td>
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<tr>
<td>Dedicated CVPM Advisory Liaison</td>
<td></td>
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</tr>
</tbody>
</table>

**CVPM Scholarship Sponsorship (additional cost) Details on page 9.**

*12-month term sponsorship packages. Payment plan available. Ask for details.*
VHMA Supporting Sponsor Benefit Definitions

**VHMA Supporting Sponsor Logo and Recognition** – The VHMA has developed a branded logo for our VHMA Supporting Sponsors. VHMA encourages our VHMA Supporting Sponsors to utilize the sponsor logo to advertise your commitment to veterinary practice management professionals through your partnership with VHMA. A formal logo usage policy is provided. The sponsor logo should not be used in a way that would imply an endorsement. VHMA will proudly display a list of our partnerships on the VHMA website.

**Vendor Marketplace Booklet Mailer** – Sponsor to provide artwork. Ad specs will be provided by VHMA. Booklet will be mailed in the summer to entire VHMA membership (approx 4k).

**Practice Pulse eNewsletter Banner Ad & Sponsored Article** – VHMA’s Practice Pulse is a monthly content-rich newsletter that aggregates association information, updates, resources, and management insights. Banner Ad to be provided by Sponsor along with url link. Sponsored Article requires an image and brief description with link to your article on your website.

**Ad Retargeting** – Retargeting uses cookies to track visitors on the VHMA website and reaches those same visitors with ads on other sites. Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you’re trying to reach.

**VHMA Annual Meeting and Conference (AMC)** – Booth discount with premium location and discount on conference sponsorships.

**Product and Service Reviews (PSR)** – Website where VHMA members post reviews about their favorite products and services. PSR advertisers can update their listing at any time, receive email notifications of new reviews and followers and have the ability to respond to reviews.

**Member Perks online Product or Service (PSR) Marketplace Listing** – Online listing of member-only exclusive offers. Advertiser has the opportunity to create new offers at any time. Promotion is also included in monthly Member Perks eNews.

**Member Perks eNews** – Monthly membership electronic newsletter highlighting the special discounts/offers posted on the PSR website. Listed under five categories. Category positions are rotated monthly.

**Sponsorship Acknowledgment** – Your logo with link included on the VHMA website and monthly eNewsletter.

**Complimentary Membership** – As part of your VHMA Supporting Sponsorship complimentary Membership is provided to your representative(s) so they have full access to membership benefits and can receive member-relevant communications.

**Vendor Spotlight Email** – VHMA educates our membership my making them aware of the products and services available to them that can help them improve their practice efficiency and operations through a Member email blast. VHMA will determine distribution month. Verbiage provided by Sponsor. Limit 1200 Characters with spaces. Link to a dedicated page for VHMA Members on your website is encouraged.

**Commercial/Educational Webinar** – VHMA will promote a one-time commercial/educational webinar for VHMA Supporting Sponsor in monthly eNewsletter. Sponsor is responsible for creation and presentation of webinar.

**Advisory Group** – VHMA will convene a one-time, (up to) 10-member advisory group of veterinary management subject matter experts for a 60-minute focus group session. Session can be held virtually any time during the duration of your VHMA Supporting Sponsorship contract via VHMA’s Zoom account. You will be allowed to share your screen and can have as many of your staff attend as you wish. Or, you can hold the Advisory Group in-person at the VHMA Annual Meeting and Conference. VHMA will coordinate the meeting space and volunteers; the VHMA Supporting Sponsor will provide a session facilitator, audio-visual requirements, and food and beverages as desired. We do ask that you give us a topic summary or agenda for the event so they can be prepared for discussion.

**CVPM Liaison** – A CVPM liaison will be assigned to you. The liaison is there for you to bounce ideas off of and to discuss industry trends.

**CVPM Scholarship** – Additional Cost, exclusive to Supporting Sponsors. Provide a unique scholarship opportunity for Practice Management professionals seeking the Certified Veterinary Practice Manager (CVPM) credential—the highest level of certification a veterinary practice management professional can achieve.
2023 Annual Meeting and Conference

September 21-23, 2023
Glendale, AZ

2022 Attendance: 424
Make up of Attendees: 90% Manager/10% DVM

2022 Exhibitor Eval Results:

- 91% of exhibitors said they will suggest that their company attend again in 2023.
- 87% said the success for their company was either Good or Great.
- 87% said the level of interest of attendees was either Good or Great.

“Great target audience – Managers!”
“Amazing event and everything was scheduled very well, wonderful!”
“Great target audience for our company. Big enough to be useful and small enough to be effective.”

HIGHLIGHTS

Meals in Exhibit Hall: Breakfast, lunch and breaks will be located in the Exhibit Hall to promote greater interaction with attendees.

Career Booths: Exhibit area dedicated to companies, clinics, recruiters and job placement agencies. Located in the foyer just outside the Exhibit Hall entrance.

Mobile App Gamification: Attendees are incentivized to visit our exhibitor booths through our mobile gamification contest. Points are awarded by scanning attendee badges at your booth. Additional points are available at Sponsor booths (see Presenting and Participating Sponsorships on next page). Cash prizes are awarded to top players.

EXHIBIT SPACE CONTRACT

Companies will select space in order of priority in respect to VHMA advertising and sponsorship participation (ie VHMA Supporting Sponsor, Event Sponsor). The 2023 Exhibit Hall layout will be utilizing an online, interactive floor plan which shows live, real time booth availability.

VHMA reserves the right to make final booth assignments and placements. Requests for booth location will be considered. Booth size is 8’x8’. Tabletop displays and smaller “pop-up” displays are recommended.

EXHIBIT FEE

Before March 1
- Exhibit Space w/Lead Retrieval... $1,600
- Exhibit Space ............................. $1,350

After March 1
- Exhibit Space w/Lead Retrieval... $1,700
- Exhibit Space ............................. $1,450

To enhance attendee traffic for exhibitors further, note the following:

- Breakfast and Lunch provided in Exhibit Hall
- Attendees routed through Exhibit Hall
- Dedicated Exhibit networking time each day
- Limited number of booths for greater exposure

INCLUSIONS

- 8’x8’ booth space
- 6’ draped table, two chairs, and waste basket
- Exhibit Hall is carpeted
- Two (2) Exhibit personnel badges per booth (includes breakfast and lunch). Additional badges may be purchased for $350 each.
- Interactive exhibitor profile included in VHMA event app
- Complimentary admittance into education sessions
- Breakfast and Lunch included

LEAD RETRIEVAL WITH GAMIFICATION

- Lead retrieval system with Gamification available as exhibitor option.
- Exhibitors with Lead Retrieval will be assigned points to give to attendees for Gamification participation. VHMA will award prizes to the three attendees who collect the highest number of points.
- Gamification is provided to encourage attendee interaction with vendors.

IMPORTANT DATES

FEBRUARY 28, 2023
- Deadline for early bird discount
- 50% cancellation fee

JULY 1, 2023
- No refund

AUGUST 15, 2023
- Deadline for submitting company descriptions for publication
- Deadline for submitting exhibitor badge names/emails
AMC SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – $6,800*
- Complimentary exhibit space in premium location with Lead Retrieval & Gamification
- QR code to be scanned by attendees for additional gamification points – sponsors exclusive
- Mobile app ad
- Sponsor recognition on conference signage, website, mobile app, email blasts and at your booth
- Sponsor recognition on General Session PowerPoint slide
- 1-minute video during a General Session
- Promotional insert (see description below)
- Opportunity to present a 60-minute Software User Group Session (date/time tbd by VHMA pending availability). Sponsor is responsible for creation and presentation of session and A/V and F&B costs (if applicable). VHMA will include on conference agenda.
- Opportunity to mail promotional material to attendees prior to conference at your cost (confidentiality agreement required - list provided to your mailhouse only)
- Cookies to give out at your booth

NEW BENEFITS FOR 2023
- Sponsor highlight included on one of our regular conference email blasts to members. Sponsor to provide content (limited characters tbd).
- Exhibit booth passport game – sponsor exclusive. Attendees will be provided a passport card and will be instructed to visit the sponsor booths. Sponsors will be provided with stickers for the card. Completed cards will be entered into a drawing and announced on Saturday at General Session.
- Half page ad included in book provided to all attendees to promote special offers. Sponsor to provide artwork. Free to sponsors (fee incurred for non-sponsor exhibitors)
- Opportunity to provide branded lanyards, notepads, pens, welcome gift, first come - first served.

Participating Sponsor – $4,000*
- Complimentary exhibit space in premium location with Lead Retrieval & Gamification
- QR code to be scanned by attendees for additional gamification points – sponsors exclusive
- Mobile app ad
- Sponsor recognition on conference signage, website, mobile app, email blasts and at your booth
- Sponsor recognition on General Session PowerPoint slide
- Opportunity to present a 60-minute Software User Group Session (date/time tbd by VHMA pending availability). Sponsor is responsible for creation and presentation of session and A/V and F&B costs (if applicable). VHMA will include on conference agenda.

NEW BENEFITS FOR 2023
- Exhibit booth passport game – sponsor exclusive. Attendees will be provided a passport card and will be instructed to visit the sponsor booths. Sponsors will be provided with stickers for the card. Completed cards will be entered into a drawing and announced on Saturday at General Session.
- Quarter page ad included in book provided to all attendees to promote special offers. Sponsor to provide artwork. Free to sponsors (available to non-sponsor exhibitors for fee)

Headshot Photo Booth – $10,000
- Complimentary exhibit space in premium location with Lead Retrieval & Gamification
- Located next to Sponsor booth for duration of exhibit hall
- Sponsor recognition on conference signage, website, mobile app, email blasts and at photo booth
- Only one sponsorship available

Promotional Insert – $1,300
- One 8.5 x 11 flat insert, tri-fold brochure, or postcard
- Must be a registered exhibitor or sponsor
- Included with Presenting Sponsorship

Hotel Room Key Cards – $1,000+
- Sponsor will be responsible for cost of cards and shipping (minimum 600 cards)
- Display your company logo, conference logo & product brand on attendee room keys
- Sponsor to supply artwork

Attendee Breakfast Enhancement – $1,000+
- Sponsor will be responsible for cost of F&B ++
- Sponsor recognition on conference signage, website, and email blasts
- Sponsor exclusive

*10% Discount available to VHMA Supporting Sponsors.
Management Exchange
DATE: February 9-11, 2023 • Indianapolis, IN
Average Attendance: 60-80
Make up of Attendees: 90% Manager/10% DVM

☐ Presenting Sponsorship – $3,500
- 10-minute presentation or video to attendees (dates and times to be assigned by VHMA staff)
- VHMA Supporting Sponsors have the first right of refusal to these opportunities
- Exhibit table
- Mobile App or Printed Program Ad (tbd by VHMA)

☐ Reception Sponsorship – $2,000
- 5-minute presentation or video during reception
- Exhibit table
- Mobile App or Printed Program Ad (tbd by VHMA)

☐ Exhibit Table (Limit 8 Booths) – $650

Virtual Legal Symposium
DATE: April 2023 (2 half days tbd)
Make up of Attendees: 90% Manager/10% DVM

☐ Presenting Sponsorship – $500
- Logo will be included on agenda and on the video feed for maximum exposure during the delivery of all sponsored sessions
- Sponsor recognition on conference website
- Sponsor recognition on conference email communications
- 30 second sponsor video clip (presentation schedule TBD by VHMA)

Podcast & Webinar Sponsorship
https://www.vhma.org/education/podcast  www.vhma.org/education/webinars
Average Podcast Downloads: 854  Average Webinar Attendance: 150

☐ Podcast Sponsor – $1000
- Company logo on the website landing page and email announcements with link to your url
- 30 second pre-recorded audio announcement at the end of podcast. Script provided by sponsor.
- Opportunity to submit Podcast topics and subject matter podcast guests to EPAG for approval

☐ Webinar Sponsor – $1000
- Company logo on the website landing page and email announcements with link to your url
- 30 second video to be played at the beginning of the webinar
- Logo recognition on the frame of the live webinar
Product and Service Reviews (PSR)

Check out What our Members are Saying About You!

https://psr.vhma.org/

VHMA Product and Service Reviews (PSR) provides candid evaluations from vet pros “in the know.” Enhance your company listing, respond to reviews, and receive leads with a PSR Advertising Package.

- INCLUDED IN VHMA ASSOCIATION SPONSOR PACKAGES
- Listed towards the top search area on listings page
- Listing displayed with a silver border and trophy
- Receive email notifications of new reviews and followers
- Receive leads/contact form notifications
- See reviews on all listings, including your own
- Edit your listing’s logo
- Edit your listing’s short description
- Edit your listing’s full description page
- Respond to reviews on your own listing

Practice Pulse eNewsletter

EXCLUSIVE TO VHMA SUPPORTING SPONSORS DUE TO LIMITED AVAILABILITY

Circulation as of April 2022: 4,263
Open Average: 1,490

VHMA’s Practice Pulse is a monthly content-rich newsletter that aggregates association information, updates, resources, and management insights.

- Banner Ad to be provided by Sponsor along with url link.
- Sponsored Article requires an image and brief description with link to your article on your website.
Virtual Advertising

Ad Retargeting

Sweeten Your Advertising Dollars with our Cookies.

Why Retargeting?
Retargeting uses cookies to track visitors on the VHMA website and reaches those same visitors with ads on other sites. Now you can advertise directly to professionals making purchasing decisions for their hospital.

Guaranteed Reach
Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you’re trying to reach. No more guessing whether or not your ads are reaching the right people or if they’re being seen by your potential customers.

Quantifiable ROI
Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.

- Ultimate Impression 100,000 impressions $3,000 Reach up to 4,000 Veterinary Professionals
- Bold Impression 60,000 impressions $2,500 Reach up to 1,500 Veterinary Professionals
- First Impression 25,000 impressions $1,500 Reach up to 750 Veterinary Professionals

Select from 2, 4 or 6 month campaigns.
Ultimate and Bold Impression included in VHMA Supporting Sponsorship packages.
CVPM Scholarship Sponsorship
www.vhma.org/cvpm-certification/scholarships

Exclusively Available to VHMA Supporting Sponsors

Provide a unique scholarship opportunity for Practice Management professionals seeking the Certified Veterinary Practice Manager (CVPM) credential—the highest level of certification a veterinary practice management professional can achieve. **CVPMs are the leaders in veterinary practice management, trusted by practice owners for major decision making, and they are highly visible within the industry.**

Your Scholarship Sponsorship will be advertised on our website and through multiple email and social marketing campaigns to the VHMA membership. A joint press release announcing the award winner is also available.

**CVPM Scholarship – $3,200***

- Complimentary CVPM Exam Fee
  - $825 value for non-VHMA Members
  - $675 value for VHMA Members
- Complimentary registration to participate in the VHMA’s eleven-week CVPM Test Preparation Program. Includes a hard copy of the CVPM Preparation Workbook and access to two VHMA Empower U Self-Assessment examinations,
  - $625 value for non-VHMA Members
  - $525 value for VHMA Members
- $1,000 cash toward the purchase of publications on the CVPM recommended reading list
- One-year complimentary VHMA Membership
  - $235 value

**Applicant Qualifications** (must meet current CVPM Certification program qualifications)

- Completed CVPM application required
- Active employment as a practice manager for a minimum of three (3) years within the last seven (7)
- Eighteen (18) college semester hours in management related courses
- Forty-eight (48) hours of continuing education courses, seminars, etc., specifically devoted to management earned within the preceding three (3) years
- (4) Letters of recommendation

**In addition to the above, Sponsor may elect to provide additional prizes and/or require additional qualifications:**

**Examples of Additional Scholarship Prizes**

- Hotel/Travel – set amount
- VHMA Annual Meeting and Conference Registration

**Examples of Additional Sponsor Related Qualifications**

- Is an employee of _________________
- Submit an article/answer question on Sponsor’s website
- Exhibited the potential for growth in their practice and within the association
- Applicant must be a paid VHMA member in good standing

*Does not include additional prize elections.*
Other than location, all demographic information is voluntary. This data is reflective of the members who shared this information with VHMA. Results published in April 2021.
### 2021 Member Demographics

#### Ownership

- **Cooperatively Owned (e.g. owned by local DVMs)**: 4%
- **Corporately Owned**: 15%
- **Privately Owned (e.g. DVM(s) own practice)**: 73%
- **Other**: 8%

#### Practice Type

<table>
<thead>
<tr>
<th>Practice Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Aquatic Animals</td>
<td>0.03%</td>
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<tr>
<td>Avian &amp; Exotic Animals</td>
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<tr>
<td>Cats Only</td>
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<tr>
<td>Emergency Hospital</td>
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<tr>
<td>Horses &amp; Food Animals</td>
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<tr>
<td>Mixed Animals</td>
<td>8%</td>
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<tr>
<td>Mobile Unit/House Calls</td>
<td>0.3%</td>
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<tr>
<td>Non-Profit</td>
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<tr>
<td>Other</td>
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<tr>
<td>Referral Specialty Practice</td>
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<tr>
<td>Small Animals</td>
<td>73%</td>
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<tr>
<td>Surgical Specialty</td>
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<tr>
<td>Wildlife/Zoo/Fur Bearing Animals</td>
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N = 2,590

N = 2,663
Membership is comprised of Veterinarians, Technicians, Hospital Administrators, Practice Managers, Office Managers, and Consultants from across North America.

WHERE WE ARE FROM:
MEMBERS PER STATE

MEMBERES PER COUNTRY

- United States 96% 3565 Members
- Canada 122
- Australia 3 0.08%

MEMBERS IN NON-U.S. LOCATIONS

- United Kingdom
- Pakistan
- Belgium
- Indonesia
- Philippines
- New Zealand
- Netherlands
- South Africa
- South America
- West Indies

0.02% each
1 Member per Country